

CONTRACT



KDVR
100 E. Speer Blvd
Denver, CO 80203
(303)595-3131

And:

American Media & Advocacy Group
815 Slaters Lane
Alexandria, VA 22314

<u>Contract / Revision</u> 585393 /		<u>Alt Order #</u> 09850772
<u>Product</u> COORS 4 CONGRESS		
<u>Contract Dates</u> 10/23/12 - 10/29/12	<u>Estimate #</u> 3465	
<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 10/22/12 / 10/22/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KDVR	<u>Account Executive</u> Alexandra Bradley	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 26.00
<u>IDB#</u>	<u>Advertiser Code</u> 228	<u>Product Code</u> 410
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
N 1	31	10/23/12	10/23/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$450.00	1.20			
N 2	31	10/24/12	10/24/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	--W----				1	\$450.00	1.20			
N 3	31	10/25/12	10/25/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$450.00	1.20			
N 4	31	10/26/12	10/26/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$450.00	1.20			
N 5	31	10/29/12	10/29/12	Good Day Colorado	6a-7a		:30				NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$450.00	1.20			
N 6	31	10/23/12	10/23/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$300.00	0.80			
D 7	31	10/24/12	10/24/12	Good Day Colorado	7a-8a		:30				NM	0	\$0.00
N 8	31	10/25/12	10/25/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	---T---				1	\$300.00	0.80			
N 9	31	10/26/12	10/26/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--				1	\$300.00	0.80			
N 10	31	10/29/12	10/29/12	Good Day Colorado	7a-8a		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/29/12	11/04/12	M-----				1	\$300.00	0.80			
N 11	31	10/23/12	10/23/12	Good Day Colorado	8a-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----				1	\$175.00	0.80			
N 12	31	10/24/12	10/24/12	Good Day Colorado	8a-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Advertiser</u> Coors/R/Congress		<u>Original Date / Revision</u> 10/22/12 / 10/22/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Totals SpotsAmount	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	--W----				1	\$175.00	0.80			
N 13	31	10/25/12	10/25/12	Good Day Colorado	8a-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$175.00	0.80			
N 14	31	10/26/12	10/26/12	Good Day Colorado	8a-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$175.00	0.80			
N 15	31	10/29/12	10/29/12	Good Day Colorado	8a-9a		:30				NM	1	\$175.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/29/12	11/04/12	M-----				1	\$175.00	0.80			
N 16	31	10/23/12	10/23/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-T-----				1	\$600.00	1.60			
N 17	31	10/25/12	10/25/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	---T---				1	\$600.00	1.60			
N 18	31	10/26/12	10/26/12	M-F 530p-6p Fox 31 N	530p-6p		:30				NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	----F--				1	\$600.00	1.60			
D 19	31	10/27/12	10/27/12	News Sa 530-6p	530p-6p		:30				NM	0	\$0.00
N 20	31	10/27/12	10/27/12	World Series on FOX	5p-CC		:30				NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/22/12	10/28/12	-----S-				1	\$4,000.00	8.00			
N 21	31	10/24/12	10/29/12	Fox 31 News Nightside	10p-1035p		:30				NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	10/23/12	10/29/12	M-WTF--				1	\$500.00	0.00			
Totals										26.00		19	\$10,625.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	16	\$9,700.00	\$8,245.00
10/29/12 - 10/29/12	3	\$925.00	\$786.25
Totals	19	\$10,625.00	\$9,031.25

Signature: _____ **Date:** _____

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